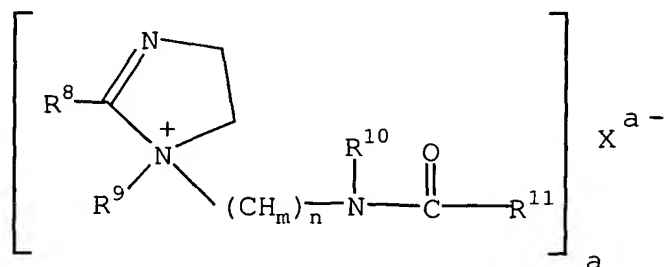


What is claimed is:

1. A mixed composition comprising: a mixture of dialkyl imidazoline quats of the formula (II):



(II)

wherein X is a salt-forming anion selected from the group consisting of chloride, bromide, iodide, fluoride, sulfate, methyl sulfate, methanbenzylsulfonate, phosphate, nitrite, nitrate, carboxylate, and mixtures thereof;

a is the ionic charge of X;

n is 1, 2 or 3;

m is 1 or 2;

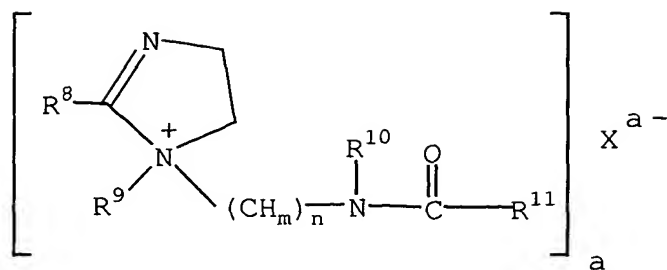
R<sup>9</sup> is a C<sub>1</sub>-C<sub>6</sub> alkyl group or a benzyl group, either of which may be substituted or unsubstituted;

R<sup>10</sup> is hydrogen or a C<sub>1</sub>-C<sub>6</sub> alkyl group which may be saturated or unsaturated and may be hydroxy substituted; and

R<sup>8</sup> and R<sup>11</sup> may be the same or different and at least 50% of said R<sup>8</sup> and R<sup>11</sup> groups of said mixture are C<sub>17</sub>-C<sub>35</sub> alkyl groups which may be straight, branched or cyclized, may be saturated or unsaturated and may be hydroxy substituted or unsubstituted.

2. The mixed composition of claim 1, wherein R<sup>8</sup> and R<sup>11</sup> may be the same or different and at least 70% of said R<sup>8</sup> and R<sup>11</sup> groups of said mixture are C<sub>17</sub>-C<sub>35</sub> alkyl groups which may be straight, branched or cyclized, may be saturated or unsaturated and may be hydroxy substituted or unsubstituted.

3. A mixed composition comprising: a mixture of dialkyl imidazoline quats of the formula (II):



(II)

wherein X is a salt-forming anion selected from the group consisting of chloride, bromide, iodide, fluoride, sulfate, methyl sulfate, methanebenzylsulfonate, phosphate, nitrite, nitrate, carboxylate, and mixtures thereof;

a is the ionic charge of X;

n is 1, 2 or 3;

m is 1 or 2;

R<sup>9</sup> is a C<sub>1</sub>-C<sub>6</sub> alkyl group or a benzyl group, either of which may be substituted or unsubstituted;

R<sup>10</sup> is hydrogen or a C<sub>1</sub>-C<sub>6</sub> alkyl group which may be saturated or unsaturated and may be hydroxy substituted; and

wherein for at least about 30% of said dialkyl imidazoline quats both R<sup>8</sup> and R<sup>11</sup> are alkyl groups of at least 19 carbons in length which may be straight, branched or cyclized, may be saturated or unsaturated and may be hydroxy substituted or unsubstituted.

4. The mixed composition of claim 3, wherein at least 30% of both R<sup>8</sup> and R<sup>11</sup> are C<sub>19</sub>-C<sub>29</sub> alkyl groups which may be straight, branched or cyclized, may be saturated or unsaturated and may be hydroxy substituted or unsubstituted.

5. The mixed composition of claim 4, wherein at least 30% of both R<sup>8</sup> and R<sup>11</sup> are C<sub>19</sub>-C<sub>26</sub> alkyl groups which may be straight, branched or cyclized, may be saturated or unsaturated and may be hydroxy substituted or unsubstituted.

6. The mixed composition of claim 4, wherein for at least about 40% of said dialkyl imidazoline quats both R<sup>8</sup> and R<sup>11</sup> are C<sub>19</sub>-C<sub>29</sub> alkyl groups which may be straight, branched or

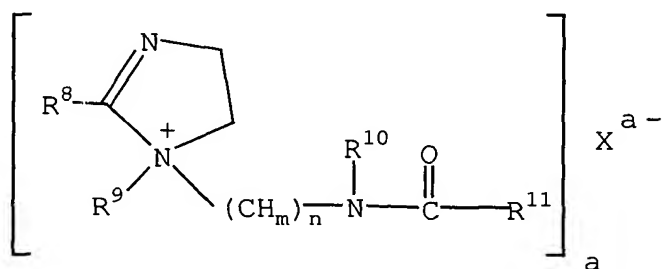
cyclized, may be saturated or unsaturated and may be hydroxy substituted or unsubstituted.

7. The mixed composition of claim 6, wherein for at least about 50% of said dialkyl imidazoline quats both  $R^8$  and  $R^{11}$  are  $C_{19}$ - $C_{29}$  alkyl groups which may be straight, branched or cyclized, may be saturated or unsaturated and may be hydroxy substituted or unsubstituted.

8. A cosmetic or personal care product comprising:

at least one active ingredient in an amount of between about 0.1 and 80% by weight of said product, said active ingredient being a sunscreen, a pigment, a moisturizer, a film former, a detergent, a surfactant, a thickening agent, an emulsifier, an antiseptic agent, a conditioner or a deodorant;

a mixture including at least two dialkyl imidazoline quats said dialkyl imidazoline quats having a structure of the formula (II):



(II)

wherein X is a salt-forming anion selected from the group consisting of chloride, bromide, iodide, fluoride, sulfate, methyl sulfate, methanobenzy lsulfonate, phosphate, nitrite, nitrate, carboxylate, and mixtures thereof;

a is the ionic charge of X;

n is 1, 2 or 3;

m is 1 or 2;

$R^9$  is a  $C_1$ - $C_6$  alkyl group or a benzyl group, either of which may be substituted or unsubstituted;

$R^{10}$  is hydrogen or a  $C_1$ - $C_6$  alkyl group which may be saturated or unsaturated and may be hydroxy substituted; and

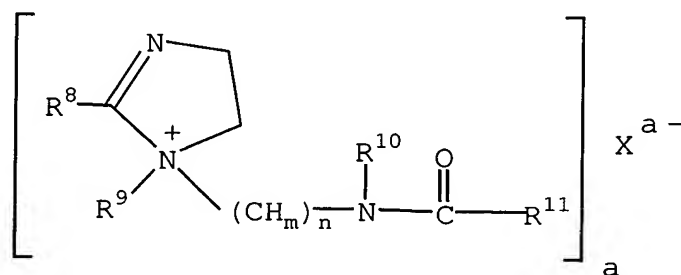
$R^8$  and  $R^{11}$  may be the same or different and at least 50% of said  $R^8$  and  $R^{11}$  groups of said mixture are  $C_{17}$ - $C_{35}$  alkyl groups which may be straight, branched or cyclized, may be saturated or unsaturated and may be hydroxy substituted or unsubstituted.

9. The cosmetic or personal care product Of claim 8 wherein  $R^8$  and  $R^{11}$  may be the same or different and at least 70% of said  $R^8$  and  $R^{11}$  groups of said mixture are  $C_{17}$ - $C_{35}$  alkyl groups which may be straight, branched or cyclized, may be saturated or unsaturated and may be hydroxy substituted or unsubstituted.

10. A cosmetic or personal care product comprising:

at least one active ingredient in an amount of between about 0.1 and 80% by weight of said product, said active ingredient being a sunscreen, a pigment, a moisturizer, a film former, a detergent, a surfactant, a thickening agent, an emulsifier, an antiseptic agent, a conditioner or a deodorant;

a mixture including at least two dialkyl imidazoline quats said dialkyl imidazoline quats having a structure of the formula (II):



(II)

wherein X is a salt-forming anion selected from the group consisting of chloride, bromide, iodide, fluoride, sulfate, methyl sulfate, methanobenzy lsulfonate, phosphate, nitrite, nitrate, carboxylate, and mixtures thereof;

a is the ionic charge of X;

n is 1, 2 or 3;

m is 1 or 2;

R<sup>9</sup> is a C<sub>1</sub>-C<sub>6</sub> alkyl group or a benzyl group, either of which may be substituted or unsubstituted;

R<sup>10</sup> is hydrogen or a C<sub>1</sub>-C<sub>6</sub> alkyl group which may be saturated or unsaturated and may be hydroxy substituted; and

wherein for at least about 30% of said dialkyl imidazoline quats both R<sup>8</sup> and R<sup>11</sup> are alkyl groups of at least 19 carbons in length which may be straight, branched or cyclized, may be saturated or unsaturated and may be hydroxy substituted or unsubstituted.

11. The cosmetic or personal care product of claim 10 wherein for at least about 40% of said dialkyl imidazoline quats both R<sup>8</sup> and R<sup>11</sup> are C<sub>19</sub>-C<sub>29</sub> alkyl groups which may be straight, branched or cyclized, may be saturated or unsaturated and may be hydroxy substituted or unsubstituted.

12. The cosmetic or personal care product as in claims 8,9,10 or 11 wherein said mixture of at least two dialkyl imidazoline quats is provided in an amount such as that said quat mixture has a cationic activity in the product of between about 0.5 and about 20%.

13. The cosmetic or personal care product of claim 12 wherein said mixture of at least two dialkyl imidazoline quats is provided in an amount such as that said quat mixture has a cationic activity in the product of between about 0.5 and about 10%.

14. The cosmetic or personal care product as in claims 8,9,10 or 11 further comprising up to about 98% of a solvent.

15. The cosmetic or personal care product as in claims 8,9,10 or 11 wherein said solvent includes water.

16. The cosmetic or personal care product as in claims 8,9,10 or 11 wherein said product is a personal care product selected from a shampoo, conditioner, cream rinse or sunscreen and mixtures thereof.